

JUNE M. MORRIS



- ★ **LIVING**
- ★ **CEO of nation's 33rd largest woman-owned business**
- ★ **Founder of airline and travel agency**

June M. Morris is the founder of one of the largest travel agencies in the West, founder of an airline, owner of 25 commercial jets and the CEO of one of the nation's largest woman-owned businesses.

June grew up as Lorna June Mayer tending the family's sheep in dusty Sanpete County. Eager to give their children the best possible education her parents moved them to Salt Lake City when June was about eleven years old.

June learned typing and stenography in college. In her thirties, after a divorce, she began work for AAA in their travel business. She worked in that industry for 14 years before marrying Mitch Morris and deciding to retire.

June soon found retirement boring and her husband encouraged her to start her own travel agency. She diligently recruited people she could trust and gave them lots of responsibility. In 1984 Morris Air was created with its "no frills" design. It changed the shape of travel in the Intermountain West by cutting costs with such things as reusable boarding passes and ticketless reservations. They served peanuts and muffins instead of meals. For several years they experienced an annual growth rate of 90%.

So significant was June's impact on the travel industry that the National Enquirer, February 2, 1988, recognized her in their weekly feature, "Women at the Top". She was also featured in many other publications such as USA Today, Business Week, Nations Business, Working Women, Utah Business and Salt Lake City Magazine.

In December of 1993, June sold her business to Southwest Airlines. She remains on their Board of Directors. Shortly after the sale, she was diagnosed with that was thought to be "terminal" cancer. After a year of aggressive treatments she is now cancer free.

June attributes a positive attitude and her trust in others for much of her success. "You give people ownership of their jobs. Their creativity is the key to developing new ideas." When asked if it is difficult to be female in a business dominated by men, her answer is, "I always find it to be an advantage."

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